

PROJECT NUMBER: 2306
PROJECT TITLE: Marlboro Standardization and International Support
PROJECT LEADER: J. L. Spruill
PERIOD COVERED: April, 1989

I. MARLBORO STANDARDIZATION

- A. **Objective:** Analytical and subjective evaluations of production Marlboro KS/LS.
- B. **Status:** March 7, 1989 factory pick-ups complete. Standard VII Run is scheduled for week of July 17 at all factory locations. Preliminary meetings are in progress. Factory pick-ups of Marlboro Lights received for April 17.
- C. **Plans:** Evaluations of Marlboro Lights pick-ups.

II. DOMESTIC CIGARETTE DEVELOPMENT PANEL

- A. **Objective:** To provide subjective direction for programs within R&D and manufacturing locations.
- B. **Status:** Fifteen panels completed for the reporting period in addition to evaluations of production Marlboro Ultra Lights from Cabarrus and ten brand profiles.
- C. **Plans:** Provide assistance as needed.

III. PROJECT NATURAL

- A. **Objective:** To develop 85mm and 100mm full-flavored and lights prototypes using blend components and flavor systems which will result in a natural blended product.
- B. **Status:** Blend E models (flavored and unflavored) were evaluated. Blend C (no flavor additives) processed in Semi-works and made at M/C for B&H 83mm Box product. Requests submitted using "natural" flavors on current Marlboro blend.
- C. **Plans:** Flavor compounding for current requests.

IV. FLAVOR RESOURCE DATA BANK

- A. **Objective:** Creation, customization and maintenance of flavor resource and data files for use by Flavor Development Division.
- B. **Status:** New vendor samples continue to be evaluated subjectively.
- C. **Plans:** Division updated with information.

V. INTERNATIONAL SUPPORT**International Brands Smoking Panel**

- A. **Objective:** Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.
- B. **Status:** Twelve panels completed during the reporting period as well as three brand profiles and evaluations of Parliament Lights King Size and 100 box.

PROJECT ULTRA-JAPAN

- A. **Objective:** Explore the use of new blends, new flavor systems and different construction styles. Cigarettes will be in the low and ultra-low category for the Japanese market.
- B. **Status:** Six total blend casing models received for subjective evaluations and aftercut development.
- C. **Plans:** Complete subjective evaluations. Flavor development in progress.

PROJECT OLYMPIC (KOREA) - BRONZE

- A. **Objective:** Development of a product to be competitive to Pine Tree King Size.
- B. **Status:** Casing and aftercuts completed for primary processing.
- C. **Plans:** Evaluations of prototypes to be made.

PROJECT OLYMPIC (KOREA) - GOLD/PMSL GOLD

- A. **Objective:** Development of a Virginia sweet product for the Korean market.
- B. **Status:** Casings and aftercut supplied for primary processing.
- C. **Plans:** Evaluations of prototypes to be made.

PAN ASIAN MENTHOL - PROJECT CEDAR

- A. **Objective:** Development of free-standing menthol model to compete with Salem Lights (Hong Kong).
- B. **Status:** Samples made did not meet menthol targets. Remake is being scheduled for large scale using two blends and several flavor systems. Models will be made using flush and recessed filters.
- C. **Plans:** Evaluations of models to be made.

MERIT II (HONG KONG)

- A. Objective: Development of a product to be competitive with Kent.
- B. Status: Awaiting completion of six prototypes from make-pack.
- C. Plans: Evaluations of models, analytically and subjectively.

MARLBORO IMPROVEMENT PROGRAM (AUSTRALIA)

- A. Objective: Develop an Australian Marlboro subjectively closer to the U.S. Marlboro.
- B. Status: Cigarette models complete and under subjective and analytical evaluations.
- C. Plans: Complete evaluations.

MEXICO

- A. Objective: Modifications of the existing Marlboro flavor system to be brought in line with U.S.
- B. Status: Consumer tests still in progress.